

Message Text

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SUBJECT: AGRIBUSINESS TECHNICAL SALES SEMINAR - AGRI-TECH '77

REF: KHARTOUM 1277

SUMMARY: AGRIBUSINESS TECHNICAL SALES SEMINAR WELL RECEIVED BY GOS OFFICIALS AND PRIVATE BUSINESSMEN. MISSION MEMBERS PLEASED WITH SEMINAR AND INDIVIDUAL APPOINTMENTS. PRIMARY OBJECTIVES FOR ALL FIRMS ACCOMPLISHED. SEVERAL RETURNING WITHIN FEW MONTHS TO FOLLOW UP CONTACTS MADE DURING VISIT. END SUMMARY.

1. RESPONSE TO AGRIBUSINESS TECHNICAL SALES SEMINAR VERY GOOD. AFTER EMBASSY BRIEFING, FIRST MISSION ACTIVITY WAS FULL DAY FIELD TRIP TO 2 MILLION ACRE GEZIRA SCHEME, LIVESTOCK BREEDING STATION AND EXPERIMENTAL SOLAR-POWERED WATER WELL. FOLLOWING DAY SEMINAR WAS OPENED BY AMBASSADOR AND MINISTER OF STATE FOR CABINET AFFAIRS. MORE THAN FIFTY KEY GOS OFFICIALS AND PRIVATE BUSINESSMEN ATTENDED. RECEPTION HOSTED BY AMBASSADOR IN NEW KHARTOUM HILTON WAS ATTENDED BY 80 GUESTS. PRE-SEMINAR PUBLICITY INCLUDED ARTICLE IN UNCLASSIFIED

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ARABIC AND ENGLISH NEWSPAPERS AND ANNOUNCEMENTS ON LOCAL RADIO AND TELEVISION. SEMINAR CHAIRMAN WILSON SPOKE AT WEEKLY ROTARY CLUB LUNCHEON ON WEDNESDAY. SUNA (SUDAN NEWS AGENCY) WEEKLY REVIEW BEGAN APRIL 15 PUBLICATION OF SEMINAR PAPERS IN SIX INSTALLMENTS. FORTY-FIVE INDIVIDUAL APPOINTMENTS HELD DURING LAST TWO DAYS OF SEMINAR.

2. ALL COMPANIES INDICATED PRIMARY OBJECTS ACHIEVED.
SEVERAL MAKING FURTHER PROGRESS. JACOBS DISCUSSING POSSIBLE
JOINT VENTURE, IIDC STUDYING TENDER FOR IRRIGATION
EQUIPMENT AND Y-TEX DISCOVERED THAT COMPANIES EAR TAGS
ALREADY BEING IMPORTED FROM KENYA. NUMEROUS ADDITIONAL
INDIVIDUAL APPOINTMENTS RESULTED FROM CONTACTS MADE
DURING SEMINAR AND RECEPTION.

3. TRADE MISSION SCHEDULE INCLUDED FOLLOWING EVENTS:
ECONOMIC BRIEFING
FIELD TRIP
SEMINAR
RECEPTION
MEETING WITH GOS OFFICIALS
INDIVIDUAL APPOINTMENTS WITH PRIVATE BUSINESSMEN

4. COMPOSITION AND QUALITY OF MISSION WAS EXCELLENT.
LENGTH OF STAY OF MISSION SUFFICIENT BUT SEVERAL COMPANIES
COULD HAVE HAD ANOTHER FULL DAY OF INDIVIDUAL APPOINTMENTS.
JACOBS, IECO, AND IIDC INDICATED THAT COMPANY
REPRESENTATIVES WILL BE RETURNING WITHIN FEW MONTHS.
SEMINAR COORDINATOR BIHUN DID EXCELLENT JOB MAKING ADVANCE
ARRANGEMENTS AND OVERSEEING CONDUCT OF SEMINAR AND INDIVIDUAL
BUSINESS MEETINGS.

5. KHARTOUM HILTON FACILITIES AND COOPERATION EXCELLENT.
TRANSPORTATION CONTINUES TO PRESENT DIFFICULTIES. LAST
MINUTE CANCELLATION OF CHARTERED AIRCRAFT MADE FIELD TRIP
TO RAHAD PROJECT IMPOSSIBLE. ALTHOUGH NEXT DAY LOCAL
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HOLIDAY, LAST MINUTE ARRANGEMENTS MADE FOR PRODUCTIVE
VISIT TO GEZIRA SCHEME. MISSION MEMBERS WERE VERY
APPRECIATIVE OF EFFORTS OF SENIOR COMMERCIAL
SPECIALIST AHMED SAEED'S EFFORTS IN ARRANGING FULL
SCHEDULE OF USEFUL INDIVIDUAL APPOINTMENTS AND
TRANSPORTATION.

FOR USDOC.

6. FINAL BUDGET CABLE FOLLOWS AS SOON AS
ACCOUNTS CLOSED. BREWER

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